Elements for Statewide Electronics Recovery Education Program
Education Workgroup Recommendation
MDNR E-scrap Stakeholders Meeting – August 16, 2006

Message (should have these characteristics):
- Consistent & simple (to ecycle!)
- Applicable to multiple audiences [rural vs. urban, resident vs. business, schools (K-12, college) different demographics (i.e., age, socioeconomic), etc.]
- Short or catchy phrase so easy to remember
- Easy to understand
- Avoid scare tactics, be positive

Primary: Focus on resource recovery, "resource too valuable to throw away", help build sustainable infrastructure
Secondary:
1. Potentially hazardous components may negatively impact environment
2. Purchasing choices have environmental impacts (green purchasing, etc.)

Mechanisms (how to spread the message):
1. Develop various outreach tools:
   - Presentation materials
   - Brochures, flyers, posters
   - Web site
   - News articles, canned stories
   - Exhibit
2. Download tools onto the Web site:
   - Easy to remember, catchy address
   - Need simple design features so user friendly for dial-up access users, etc.
   - What server? Who would build web site? Who would maintain?
     - University of Missouri
     - MORA
     - ***E-cycle St. Louis*** (change from "St. Louis" to "Missouri")
     - Consortium of related groups or agencies
   - Topics include:
     - Why we need to recover electronics & why it costs
     - How/Where to recycle & reuse electronics
     - When to recycle & reuse electronics (events, etc.)
     - What more you can do (purchasing choices, etc.)
     - Contact information for speakers, exhibit, resources, etc.
3. Promotion and advertising directs consumers to website (different for different audiences):
   - Speakers at community groups, chambers, conferences, virtual meetings, etc.
   - Media outreach (PSAs, press releases)
   - Internet Service Providers (include info in bill mailings)

- RBRC Outreach Approach w/ retailers (as a model)
- Energy Star Approach for retailer outreach
- Statewide Kick-off Event (media outreach with e-link?)
- Paid advertising?

Benefits
- More cost effective, adaptable and sustainable
- Easy to maintain and update
- Can include website counter to measure impact of outreach efforts